

[This is a letter you send to your contacts about the services of a strategic alliance partner – in this example it's a tax accountant.]

[IMPORTANT: make sure you don't make any endorsements of any one else's business, but you can simply "recommend" them, not endorse their service.]

Psssst...Just Letting You In on a Little Secret...

RE: A Free Invitation To Reduce Your Taxes...LEGALLY!

Dear **FirstName**,

I'm always looking for special ways to thank the people I work with for placing their trust and confidence in me.

A few weeks ago, I was sitting down with my accountant discussing my tax situation. Like a flash of light, I realized that nearly everyone has the same tax issues as me. That's when I asked my accountant, **Their FULL Name**, if **he/she** would be willing to give a few select clients of mine a free 1 hour "*Beat The IRS*" tax consultation.

As you know, I have the highest standards of people I work with professionally. And I seldom recommend professionals. But I really think **Their First Name** is an exceptional tax specialist. **He/She** talks in a "layman's" style, and is extremely knowledgeable, with spot-on advice that can save you a lot of money.

Because I'm a good client of **Their First Name**, **he's/she's** agreed to help my clients as well. I have arranged for you to receive a Free 1 hour consultation with **Their First Name**. You can ask anything about taxes, financial planning, accounting, business, or even retirement. And you'll get the straight answers you need, without ANY obligation to ever use **Their First Name** ever again.

It's just another way of saying "thank you" for your continuing support of my real estate services.

Their First Name and **his/her** staff are aware you will be calling, and they're prepared to meet with you at your convenience. But because of tax season, you need to contact him before **December 20, 20xx** to make sure there's availability in their schedule.

Just give **Their First Name** a call, and **his/her** staff will set-up your meeting.

Best wishes,

Your Name, REALTOR® and Advanced Home Marketing Specialist®
Brokerage Company

P.S. If you know anyone who's thinking of buying or selling a home anytime soon, please share my name with them. I promise to provide them service well above and beyond their expectations! Thanks for thinking of me with your referrals.